



For Immediate Release

Media Contact: Tracey Sievertson
813-453-9204
tracey@tksknowsmedia.com

Cork&Olive® Opens Sixth Location in South Tampa

Wine Retailer opening seven more stores around Tampa Bay in 2006.

Tampa, FL January 17, 2006 Cork & Olive is making the exploration of wine a fun experience, now in South Tampa. Our newest location is open at 1108 South Dale Mabry, just south of Henderson in the Southdale Commons shopping plaza. Visit us on-line at www.corkandolive.com for a complete listing of neighborhood stores, including locations in Clearwater, Valrico, St. Petersburg, Wesley Chapel and Largo.

Cork & Olive is the new way to explore and buy wines. We believe wine does not have to be expensive to be good. Many of our wines come from smaller, family owned vineyards from around the world. Our wine tasting table is open all-day, everyday so you can always try before you buy. Join us at one of our many new neighborhood locations, host a private wine tasting in your home or enjoy a catered corporate event. In every unpretentious setting, you will discover good times, good wine and good people.

"Here, at Cork & Olive, it's like going to multiple cantinas in one wine store. And look what it has done for the community. It's brought people together. I met someone, a neighbor who I didn't even know lived in my neighborhood. This is what Cork & Olive® is - it's a local cantina." Kevin Hayes, Customer

Preferred customers are invited to our monthly **Sip & Dip** - a private food and wine-pairing event held the last Thursday of each month – our way of showing our appreciation to our customers. Cork & Olive keeps a record of favorite wines for customers and offers free delivery for anyone who buys a case or more and live within fifteen miles of any of our locations.

Self-appointed wine experts drive opinions and ratings. Ratings always lead to a higher price tag but do not guarantee that you will even like the wine you have purchased. Cork & Olive believes that we should all trust our own taste. We encourage customers to **Pour & Score**™ a fun way to rate your wine and share your opinions with others.

"I like it because it carries the unusual wines and also because of the price ranges of the wines. You can come in here and taste a wine from a country you might not even be familiar with, and you're not going to pay a lot of money for it." Bonnie Paulish, Customer

The Cork & Olive preferred customer list has grown to 19,000 since opening the first location in 2004. Sales in the past year have increased 400%. Because of the tremendous success of the first five locations, eight more locations are scheduled to open in the Tampa Bay market by the end of 2006. Other locations currently under development include: Lakeland, Carrollwood, Oldsmar and Brandon.

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